

Digital Video **DV** expo

DIGITAL VIDEO EXPO EAST

July 9-11, 2003

**Jacob K. Javits Convention Center
New York, NY**

www.DVexpo.com/east

DIGITAL VIDEO EXPO WEST

December 10-12, 2003

**Los Angeles Convention Center
Los Angeles, CA**

www.DVexpo.com/west



PLUS

**Details on Leading
a POWER SESSION at
DIGITAL VIDEO EXPO!**

Not Just Another Tradeshaw...

DIGITAL VIDEO EXPO, established by the DIGITAL VIDEO MEDIA GROUP in 1997, is a live event designed to serve video professionals. DIGITAL VIDEO EXPO leverages sister publication *Digital Video Magazine* and leading Web site DV.com to represent the largest number of video professionals in the United States.

DIGITAL VIDEO EXPO Delivers YOUR Buyers

DIGITAL VIDEO EXPO attracts targeted buyers with a packed exhibit hall featuring the latest technology solutions tailored to meet the growing needs of video professionals. Exhibit at DIGITAL VIDEO EXPO and you'll have access to these qualified buyers.

Video professionals attending DIGITAL VIDEO EXPO perform a multitude of tasks in production, postproduction, and delivery. Their projects include:

- Commercials
- Corporate and Educational
- Documentaries
- Event Videography
- Independent Films
- Motion Pictures
- Newscasts
- Religious Broadcasts
- Training
- And More!

Beyond the exhibit floor, DIGITAL VIDEO EXPO creates a rich experience for exhibitors and attendees through several days of conference classes led by industry luminaries; special events, including keynote addresses, vendor-sponsored POWER SESSIONS, and association meetings; networking receptions; and the ever-popular DIGITAL VIDEO FILM FESTIVAL.



Get Valuable Face Time with the People That Matter

DIGITAL VIDEO EXPO EAST 2002 attracted key decision makers from postproduction houses, major entertainment, and broadcast outlets, including ABC, Access Hollywood, AOL/Time Warner, CBS, CNN, Comedy Central, Disney, ESPN, HBO, Lucasfilm/THX, Miramax, MTV Networks, NBC News, Nickelodeon, Paramount Pictures, Pixar Animation Studios, Showtime, Universal Television, and Viacom.

These professionals are shopping for the latest and greatest tools at DIGITAL VIDEO EXPO. Products sought after include:

- 3D Software
- Accessories
- Animation and Design Tools
- Audio Solutions
- Batteries
- Cameras
- Camera Support Systems
- Camera Lenses
- Capture Cards
- Character Generator/Titling Software
- Compositing/Special Effects Software
- Digital Disk Recorders
- Turnkey Systems
- DVD Duplication/Replication Tools
- DVD/CD-ROM Authoring Tools
- Nonlinear Editing Systems and Software
- Lighting Equipment
- Monitors and Displays
- Stock Media
- Servers/Networks
- Storage Systems
- Streaming Tools
- Training Materials
- Tripods
- Workstations
- And More!

Video Professionals Spend Money at DIGITAL VIDEO EXPO

90% of DIGITAL VIDEO EXPO attendees are involved in the purchasing process. These buyers plan to spend the following amount on digital video technology within the next 12 months:

Hardware and Peripherals



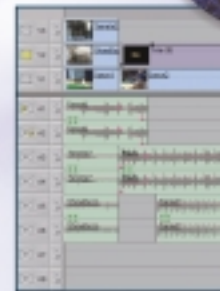
Average Hardware and Peripherals Budget: \$97,250

Software and Services



Average Software and Services Budget: \$79,624

**Combined Average
Budget for Buying
New Tools: \$88,437**





Don't let YOUR next buyer go to YOUR competition—exhibit at DIGITAL VIDEO EXPO.



16 x 9 Inc.
3D Album Presentation Software
411 Publishing
Academy of Digital Animation
Acetel
Adobe Systems
ADS Technologies
AIST
AJA Video
Alan Gordon Enterprises
American Cinematographer
Ametron Audio/Video
Anark
Anthro
Apple
ARRI
Artbeats Digital Film Library
Automatic Duck
Avid Technology, Inc.
Azden
B & H Photo/Video
BEC Group, Inc.
Bias, Inc.
Bogen Photo
Boris FX
Bryco Products
California Media Solutions
Canon USA, Video Division
Canopus Corporation
Cartoni USA
Cavision Enterprises Ltd.
Century/Schneider Optics
Chyron
CMP Media LLC
Core Microsystems
Corel Corporation
Creative Industry Handbook
Datavideo Corporation
Desktop Images
DigiQuest
Digital Anarchy
Digital Juice
Digital Vision
Digital Voodoo
Disc Makers
Discreet
Dr. Rawstock
Duravision
Edgewise Media Services
Edirol
EMedia, The Digital Studio Magazine
ENG Gadgets
Enhance Technology, Inc.

Envia
Express Video Supply
EZFX Jibs Inc
Final Cut Pro User Group
Frontline Event Marketing
Gyouri Lighting System
Hash, Inc.
Hitachi Broadcast
Hollywood Creative Directory
Hoodman Corporation
IBM
ILY Enterprise
Indie-Daily Systems
In-Sync
Intel
InterVideo, Inc.
JVC Professional Products Company
K & H Products/Portabrace
Kino Flo
Laird Telemedia
Leitch Incorporated
Lowel-Light Mfg., Inc.
MacSolutions, Inc.
Martin & Ziegler
Master Recording Supply
Matrox Electronic Systems
Maxon
MBI 846
Medea Corp.
Media 100
Microboards Technology, LLC
Microsoft
Miller Camera Support
Mitsui Advanced Media
Mole Richardson
Moviola
Nebtek
O'Connor Engineering
Otari Corporation
Pacific Video Products, Incorporated
Panasonic
Petrol
PhotoFlex Products Inc.
Pinnacle Systems
Pioneer Electronics (USA)
PlayStream
Pocket Prompter
Professional Tape & Communication Supply
ProMax Systems, Inc.
ProSource Sales & Marketing, Inc.
Quantel Inc.
Rapidtext, Inc.
RealNetworks

R-Quest Technologies
Sachtler Corporation of America
Samys Camera
Serious Magic
SGI
Sharp Electronics Corp
Shotoku
Sonic Desktop Software
Sonic Foundry
Sonic Solutions
Sony Electronics, Inc.
Storcase Technology
Sun Microsystems
T.S. Computers
Tape Resources, Inc.
Total Training
Trident Microsystems
ULEAD
Unitek Digital
VariZoom Lens Controls
Verbatim Corporation
Videography
Vinpower Inc.
Vinten
Virtual Training Company
VTP, Inc.
Wilcox Sound & Communications
Zaxwerks Inc.



Exhibiting and Marketing Opportunities



Early Bird Rate at DIGITAL VIDEO EXPO EAST
\$33.00 per square foot
Contract and deposit must be received by
December 9, 2002

Regular Rate
\$35.00 per square foot
Contract and deposit received after December 9, 2002



Early Bird Rate at DIGITAL VIDEO EXPO WEST
\$33.50 per square foot
Contract and deposit must be received by
June 10, 2003

Regular Rate
\$35.00 per square foot
Contract and deposit received after June 10, 2003

Booth Space Includes

- Pipe and drape 3-foot sidewalls and 8-foot backing in show colors for linear booths
- Unlimited amount of complimentary event passes in email format and printed event passes while supplies last
- Company listing on DVexpo.com with reciprocal hyperlink
- Company listing, description, and product cross-reference in the DIGITAL VIDEO EXPO on-site show program.
- Discount on rental of show attendee lists
- One VIP pass to attend all conference classes offered at DIGITAL VIDEO EXPO

When you exhibit at DIGITAL VIDEO EXPO, your marketing exposure goes beyond the tradeshow floor. Exhibitors at DIGITAL VIDEO EXPO EAST and DIGITAL VIDEO EXPO WEST receive more than 15 MILLION combined marketing impressions through display advertising in the leading publications, direct mail, Web site, electronic newsletters, media partner and association partner co-marketing, related industry events, public relations campaigns, and onsite signage.

PLATINUM SPONSOR (Only 4 Available!)
400-square-foot booth minimum
Premium positioning of your company logo will appear on the following (subject to deadlines):
• Cover of online catalog and printed catalog in *Digital Video magazine*

- Front of show pass
- Cover of on-site show program
- Postcard mailings
- Industry event flyers
- Front cover of exhibitor service manual
- Display advertising
- Exhibit hall floor plan printed in on-site show guide
- On-site show banners
- DVexpo.com exhibitor listing with hyperlink and logo
- Tile listing on homepage of DVexpo.com with hyperlink
- Rotating banner on homepage of DVexpo.com with hyperlink
- Event Sponsors section of DVexpo.com with hyperlink

Bonus!

- Full-day vendor-sponsored POWER SESSION
- Sponsor listing in electronic newsletters
- Banner hung at DIGITAL VIDEO EXPO (sponsor to provide banner)
- Full-page, four-color on-site show program ad
- Free one-time use of post-show attendee list
Cost: \$25,000

Gold and Silver Sponsorships are also available. Please contact a DIGITAL VIDEO EXPO sales representative for complete details.

Lead a POWER SESSION at DIGITAL VIDEO EXPO

This is a golden opportunity to teach an in-depth technical course on your product. Showcase the technical superiority of what you have to offer to digital video professionals. We provide the space, standard A/V set up, and a targeted marketing program to draw in buyers. You create the course that will send attendees back to the office with your company product in mind as a must-have item.

We will aggressively market your sponsored session, before, during, and after the event:

- Sessions descriptions posted throughout www.DVexpo.com
- Session titles listed in all future e-marketing efforts
- Session title and description listed in on-site show program
- Prominent placement of on-site signage at the event

This is an excellent opportunity to offer specialized instruction to attendees hungry for knowledge and free education -- New York and LA are the epicenters for video professionals seeking education from major manufacturers (like YOU!). Sessions are open FREE OF CHARGE to all attendees on a first come, first serve basis. Previous session sponsors include Apple, Adobe, Canon, Sony, Avid, Pinnacle, Canopus, Matrox, RealNetworks, and more.

Specialized Marketing and Promotional Opportunities

Capture the attention of the video community by taking advantage of the enhanced marketing and promotional opportunities available to all exhibiting companies. Investing in added exposure while at DIGITAL VIDEO EXPO is an integral part of your show success.

- Aisle Signs
- Attendee List Rental
- Badge Package • **EXCLUSIVE!**
- Lanyards
- Badgeholder Inserts
- Badge Logo
- Banners
- Conference Bags
- Conference Coffee and Beverage Breaks
- Conference Note Pads and Pens • **EXCLUSIVE!**
- Conference Packet Insert
- Confirmation Letter Insert • **EXCLUSIVE!**
- Hospitality Suite
- Illuminated Billboards (lightboxes)
- Lobby Signs
- Online Lounge
- Networking Lounge
- Party
- Press Center • **EXCLUSIVE!**
- Press Kit Insert/Lounge Package
- Registration Sponsor
- Show Bag Insert
- Show Bag
- Show Floor Exhibitor Suite
- Show Program Display Ad
- Show Program Addendum • **EXCLUSIVE!**
- Show Program Belly Band Advertisement • **EXCLUSIVE!**
- Show Program Bookmark
- Show Program Floorplan
- Shuttle Bus Signs
- Sponsored Technical Session
- Speaker Lounge
- T-Shirt
- Expo Newsletters • **EXCLUSIVE!**
- DVexpo.com Advertising
- Search Engine • **EXCLUSIVE!**
- Enhanced Exhibitor Listing, Logo, and Hyperlink

"DIGITAL VIDEO EXPO is always an important show for Canopus. In 2002, we sold more product at DIGITAL VIDEO EXPO WEST than any other trade show. It's a great way to wrap up the year!"
-Kara Martin, Director of Marketing, Canopus Corporation.

"We've always been pleased with the results we've achieved from the DIGITAL VIDEO EXPO shows. With consistently large crowds and a good mix of high-quality attendees, the evolution of DIGITAL VIDEO EXPO has been fantastic, and the show organizers are a pleasure to work with."
-Mike Nann, Technical Marketing Manager, Leitch Post Production (DPS)

For More Information...
Contact the DIGITAL VIDEO EXPO exhibit management team for complete sponsorship, marketing, and promotional opportunities.

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